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### Intimacy and Digital Objects: Craft, Ambient Intelligence and personal relationships

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## Touch: Intimacy and Digital Objects

- Our future  
- technologies
- Our past  
- craft
- The present  
- an intimate connection
- The project



Intimacy and Digital Objects

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Intimacy and Digital Objects



## Our Future - technologies



Intimacy and Digital Objects

## Our Future - technologies



Intimacy and Digital Objects



## Our Future - technologies

**AD**  
www.ad.nl

### Nieuwe rage: flirten via de kleurenlamp

donderdag 25 november 2007

Door TOM TATES DENIS VAN VLIET

**EINDHOVEN** - Flirten via gekleurd licht is de nieuwste rage voor singles om aan de ware te komen. Met een populaire ledlamp verlichten zij het interieur met hun lievelingskleur. Vervolgens is het wachten gebiazen tot die ene leuke buurman of -vrouw precies dezelfde kleur opzet. De match is dan vrijwel rond.



De Living Colors-verlichting van Philips. FOTO PHILIPS

Volgens relatiebureaus gaat het om een nieuw fenomeen waaruit al relaties zijn ontstaan. De ex-vrijgezellen moeten wel eerst diep in de buidel tasten: alleen bezitters van de Living Colors-led-lamp van elektronicaconcern Philips kunnen meedoen. Met de futuristisch vormgegeven lichtbron, die dik 100 euro kost, kunnen circa 16 miljoen tinten en daarmee een breed scala aan emoties worden oproepen. Een beetje lef is ook nodig: uiteindelijk zal de ene kleurflirter bij de andere met dezelfde smaak moeten aanbellen om spijkers met koppen te slaan.

Olie Vastbinder, hoofdredacteur van singlemagazine *M/V Life*, noemt het lichtdaten dé hedendaagse variant van het kleurenbandje om de pols. „Ook daarmee geef je aan op zoek te zijn. De kleur bepaalt iemands wensen en voorkeuren. Heel leuk verzinnen, die lichttruc.“

Philips zegt blij te zijn met deze toepassing. „Onze filosofie is het leven van mensen plezieriger te maken met technologie. Als zelfs relaties ontstaan door Philips-uitvindingen, is dat nog mooier.“

Op welke kleur moet de energiezuinige lamp staan om een eenzame kerst te vermijden? Lichttherapeute Jacque van Rhee adviseert standje blauw of groen. „Blauw werkt heel erg op het gevoel, net als groen. Kleuren van het hart zijn dat.“

Her naar het algemeen als heel romantisch en hartstoechtelijk beschouwde roof raadt Van Rhee nadrukkelijk

## Our Future - technologies



## Our Future - technologies



## Our Future - technologies



*"Mirror TV in essence is an LCD display integrated into a mirror, which means that you could surf TV channels, the internet or even view your blood pressure while brushing your teeth or styling your hair, or just admire your reflection."*

Our Future - technologies

**'The implications of this development would be far-reaching for individuals, businesses and society as a whole - and not only in the prosperous, post-industrial West. It could help to release us from a host of mundane activities and leave us time to lead more fulfilled lives.'**

Stefano Marzano, *The New Everyday: Views on Ambient Intelligence*. pg. 8

Intimacy and Digital Objects

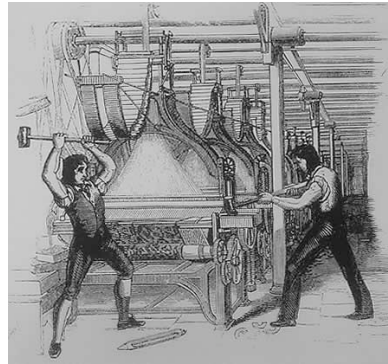
Our Future - technologies

**'...life itself is a shitty job, but enduring and suffering it (may) lead to pleasure: life is surfing and fun. There is nothing between the extremes of shit and fun to remind one of what life really is, namely: pockets of happiness, agonizing boredom, ordinary everyday time without memories, everyday toil here and there, crying, laughter, farting and tears, a chain of events which leaves behind fleeting memories and a box full of fading photographs.'**

Hannula, Suoranta, Vaden: *Artistic Research -- theories, methods and practices*, pg.87

Intimacy and Digital Objects

Our past  
- craft traditions



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Intimacy and Digital Objects





Our past  
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Intimacy and Digital Objects



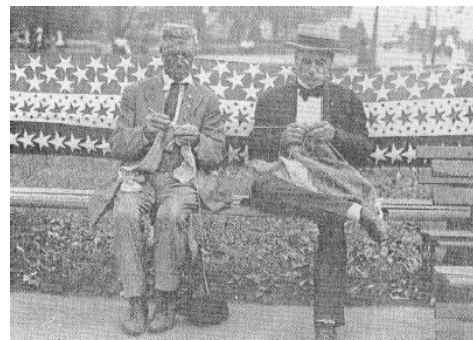
Our past  
- craft traditions

Intimacy and Digital Objects



Our past  
- craft traditions

Intimacy and Digital Objects



Our past  
- craft traditions

Intimacy and Digital Objects



Our present

Intimacy and Digital Objects



Our present  
- connecting past and future

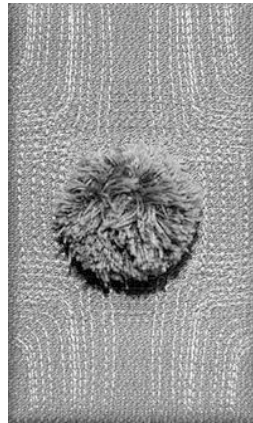
Intimacy and Digital Objects

Our present  
- connecting past and future



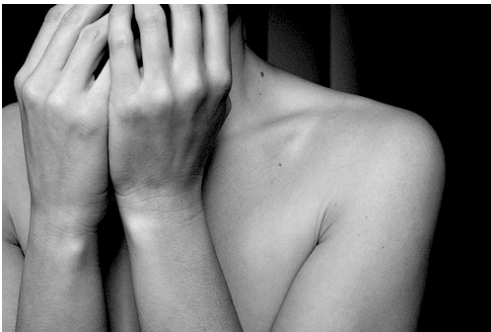
Intimacy and Digital Objects

Our present  
- connecting past and future



Intimacy and Digital Objects

An intimate  
connection



Intimacy and Digital Objects

### ***Intimacy***

**noun** (pl. **intimacies**) **1** close familiarity or friendship.

### ***Intimate***

**adjective** **1** closely acquainted; familiar. **2** private and personal. **3** <sup>euphemistic</sup> having a sexual relationship. **4** involving very close connection: *an intimate involvement*. **5** (of knowledge) detailed. **6** having an informal friendly atmosphere.

Intimacy and Digital Objects

### ***Commensal***

**adjective** Biology relating to an association between two organisms in which one benefits and the other derives neither benefit nor harm.

ORIGIN Latin *commensalis*, from *com-* 'sharing' + *mensa* 'a table'.

Intimacy and Digital Objects

Commensality



Intimacy and Digital Objects



Commensality

Intimacy and Digital Objects



Commensality

Intimacy and Digital Objects



Commensality

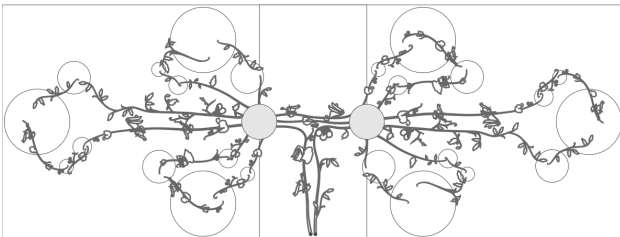
Intimacy and Digital Objects



Commensality

Intimacy and Digital Objects

Touch: the project



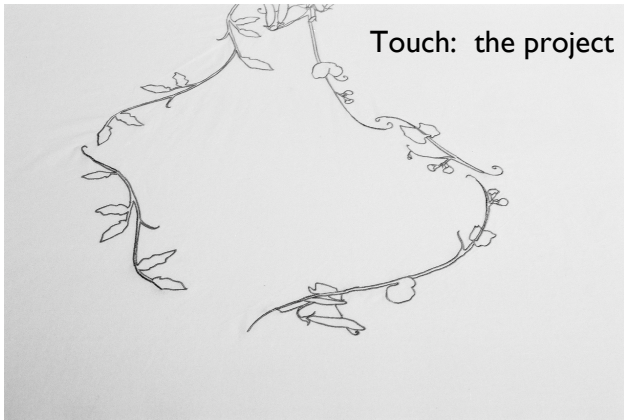
Intimacy and Digital Objects



Touch: the project

Intimacy and Digital Objects

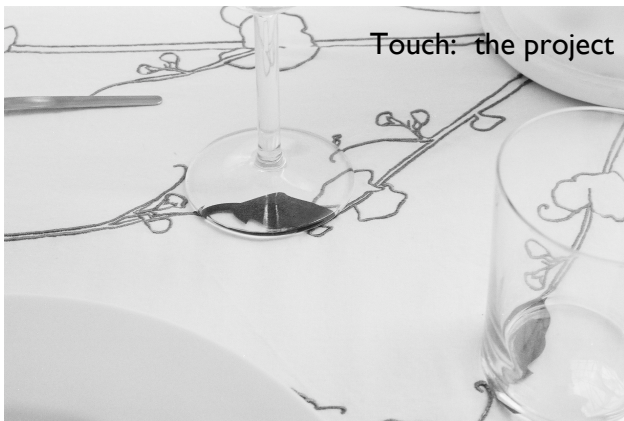




Intimacy and Digital Objects



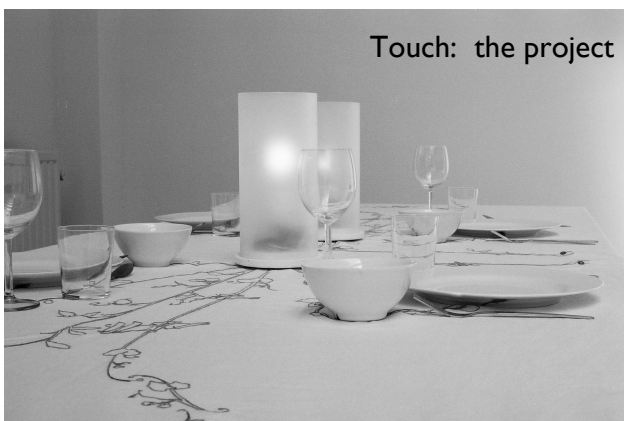
Intimacy and Digital Objects



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Intimacy and Digital Objects

"We cannot stop tech, and there's no reason why we should. It's useful. But we need to change the innovation agenda in such a way that people come before tech."

John Thackara, *In the Bubble*

Intimacy and Digital Objects